

**CLAIMS:**

I claim:

1. A method of displaying competitive product performance data, comprising the steps of:  
determining a first product value representing a first product's performance;  
determining a second product value representing a second product's performance;  
solving for a contest value between the first product value and the second product value;  
selecting an animated contest file by relationship to the contest value; and,  
providing a display means for displaying the animated contest.
2. A method of displaying competitive product performance data in accordance with claim 1, wherein the step of selecting an animated contest file by relationship to the contest value further comprises association of a range of contest values to an animated contest file.
3. A method of displaying competitive product performance data in accordance with claim 1, wherein the step of providing a display means for displaying the animated contest, further comprises:  
providing access to the animated contest file on a web page for initiation by Internet users.
4. A method of displaying competitive product performance data in accordance with claim 1, wherein the step of providing a display means for displaying the animated contest further comprises:  
displaying the animated contest on a web page for viewing by Internet users.
5. A method displaying competitive product performance data in accordance with claim 1, wherein the step of solving for a contest value between the first product

value to the second product value further comprises dividing the first product value by the second product value.

6. A method of displaying competitive product performance data in accordance with claim 1, wherein the step of determining a first product value representing a first product's performance result further comprises determining a statistical representation of the first product's performance for a plurality of measurements of the first product's performance.
7. A method of displaying competitive product performance data in accordance with claim 1, wherein the first product value and the second product value are statistical representations of multiple test results of the first product and the second product.
8. A method of displaying competitive product performance data in accordance with claim 1, wherein the steps of determining a first product value and second product value further comprises:
  - a) observing at least one qualitative test result; and,
  - b) quantifying the results on a numerical scale.
9. A method of displaying competitive product performance data in accordance with claim 1, wherein the step of associating the contest value to a representative animated graphic file further comprises:

selecting an animated graphic file from a scaled database which portrays an increasingly close contest when the contest value represents an increasingly close first product value and second product value.
10. A method of displaying competitive product performance data in accordance with claim 1, further comprising the steps of:

graphically identifying an animated representative of the first product; and  
graphically identifying an animated representative of the second product.

11. A method of displaying competitive product performance data, comprising the steps of:
  - determining a first product value representing a first product's performance;
  - determining a second product value representing a second product's performance;
  - associating the first product value to a first animated character performance;
  - associating the second product value to a second animated character performance; and,
  - displaying an animated contest between the first animated character and the second animated character.

12. A method of displaying competitive product performance data, comprising the steps of:
  - determining a first product value representing a first product's performance;
  - determining a second product value representing a second product's performance;
  - associating the first product value to a performance variable of a first animated character;
  - associating the second product value to a performance variable of a second animated character; and,
  - displaying an animated contest between the first animated character and the second animated character.

13. A method of displaying competitive product performance data, comprising the steps of:
- determining a first product value representing a first product's performance on a test;
  - determining a second product value representing a second product's performance on the test;
  - adding the first product value to a database of other product values of other product performances on the test;
  - adding the second product value to the database of other product values of other product performances on the test;
  - determining a statistical numerical representation of the database;
  - solving for a first contest value between the first product value and the statistical numerical representation; and,
  - solving for a second contest value between the second product value and a statistical numerical representation; and,
  - associating the first contest value to a performance variable of a first animated character;
  - associating the second contest value to a performance variable of a second animated character; and,
  - displaying an animated contest between the first animated character and the second animated character.